





Programmatic Powerhouse Behind the Success for a Non-Profit



Summary

NextGen Fundraising partnered with StackAdapt to support digital acquisition campaigns for a veterans services non-profit. Overcoming targeting challenges with Creative Studio Countdown Ads and 3rd-party audiences, they achieved a 0.16% CTR and an under \$8 CPM for native campaigns. The campaign showcased the power of strategic digital advertising for non-profit organizations.

Results

 CPM \$6.29	 CTR 0.16%
 eCPC \$3.99	 eCPA \$4.02



NextGen provides fundraising strategies and services that build relationships, grow revenue, and ignite innovation.



The StackAdapt Creative Studio, in particular, allowed us to support our client with visually compelling ads, while their Browsing Audiences expanded our reach. These features were pivotal in demonstrating the effectiveness of targeted programmatic advertising strategies.

–Robin Fostel, Chief Growth Officer, Digital Strategy & Marketing, NextGen Fundraising

Challenge

The main challenge faced by the agency was reaching the right audiences and driving the overall goals of the campaign for their client, a non-profit corporation.

Strategy

The campaigns used a three-pronged approach. The StackAdapt Creative Studio designed compelling Countdown Ads, expressing urgency for the donations. They expanded reach with 3rd-party audiences, broadening target demographics and tapped into Browsing Audiences, a contextual targeting feature to engage individuals expressing interest in donations or the cause.

Ad Examples

300x600



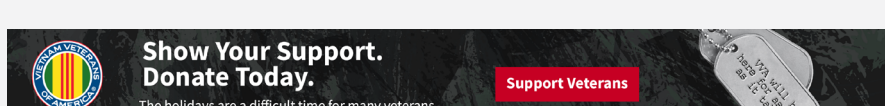
320x480



300x250



728x90



Execution

3rd-Party Audiences

Leveraging the extensive cataloging of the audiences in StackAdapt, target audience size was expanded by identifying relevant keywords, driving awareness and donations.

The Creative Studio

Transforming regular creatives into high-impact units, this StackAdapt team created ads that were engaging and focused on urgency with countdown ads.

Browsing Audience

By targeting individuals expressing interest in donations or the cause, Browsing Audiences were used to amplify campaign reach and engagement.

Outcomes

The ongoing partnership between NextGen Fundraising and StackAdapt fuels continuous success and innovation, driving impactful campaigns for their clients.